



THANTHAI PERIYAR GOVERNMENT INSTITUTE OF TECHNOLOGY.



Project Name : To submit a website's sitemap to Google search console.

Team ID : NM2023TMID0201975

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1.1.INTRODUCTION

1.1 OVERVIEW:

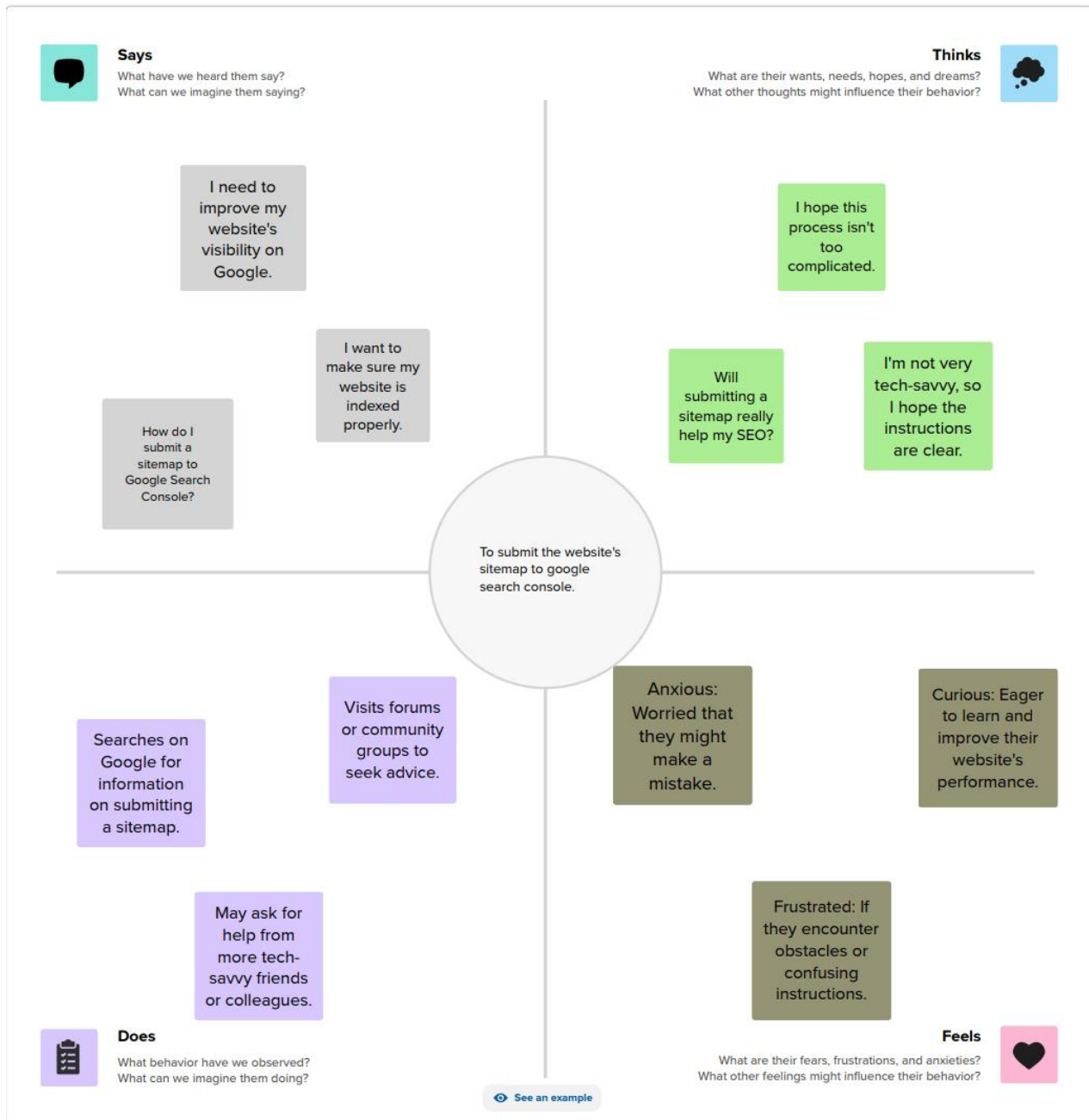
To submit your website's sitemap to Google Search Console, start by signing in to your Google Search Console account. Next, select the website property you want to work on from your list of properties. Then, navigate to the "Sitemaps" section in the left-hand menu. Here, click on the "Add/Test Sitemap" button, and enter the URL of your sitemap file. Once you've submitted it, Google will process your sitemap, helping the search engine index your website's pages more effectively. Regularly checking the Search Console for updates and issues is essential for ensuring your site performs well in Google search results.


1.2 PURPOSE:

- **Indexing Efficiency:** When you submit a sitemap to Google, you provide a structured list of all the pages on your website that you want Google to crawl and index. This helps Google's bots discover and understand the content on your site more efficiently.
- **Monitoring and Insights:** Google Search Console provides valuable data and insights into how your website is performing in Google's search results. By submitting a sitemap, you can monitor the indexing status of your pages, identify potential issues, and make necessary optimizations.
- **Mobile and video Content:** If your website contains mobile or video content, submitting a sitemap allows Google to understand the structure and content of these media types, potentially improving their visibility in specialized search results (e.g., mobile search or video search).
- **Error Detection:** If there are any issues with the pages on your website, such as crawl errors or other problems, Google Search Console can alert you. This allows you to address these issues promptly, ensuring a smoother user experience.

1.PROBLEM DEFINITION & DESIGN THINKING

1.1 EMPATHY MAP





Conducting a brainstorm

Executing a brainstorm isn't unique; hosting a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking off a new project and want to hit the ground running with big ideas that will move your team forward.

- 10 minutes to prepare
- 10-20 minutes to collaborate
- 10-20 minutes to summarize

10-20 people recommended

Before you collaborate

Give the top 5 brainstorm questions a long way with this session. Here's what you need to do to get going:

- 10 minutes

- Choose your best "How Might We" Question**

Choose a "How Might We" question that you created and use it as the group's dilemma when to begin by answering one question to move forward with based on what seems to be the most promising for ideas generation in the area you are trying to impact.


 - 10 minutes
- Brainstorm solo**

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "brainstorming" inside groupthink and creates an inclusive environment for inputs and ideation early. Set a time limit. Encourage people to get started.

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- Brainstorm as a group**

Have everyone move that ideas into the "group sharing space" within the template and have the second discussion. As a team, share and groupthink by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people using the why.

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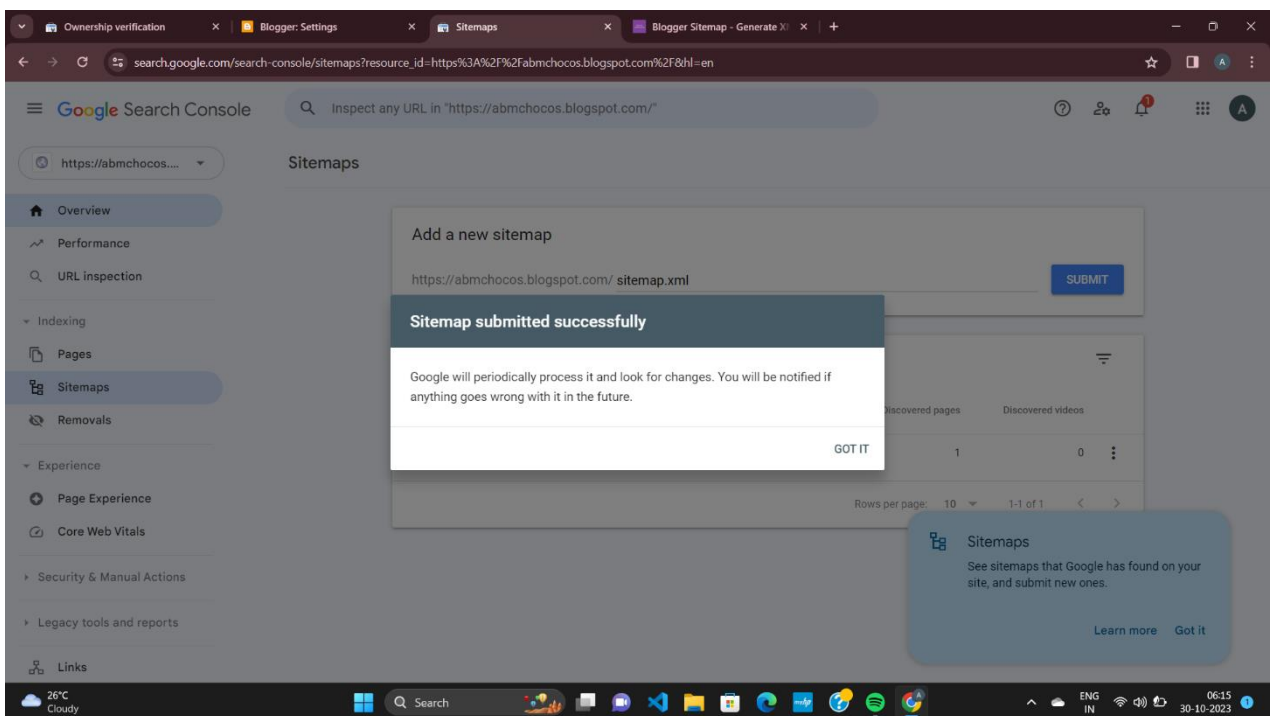
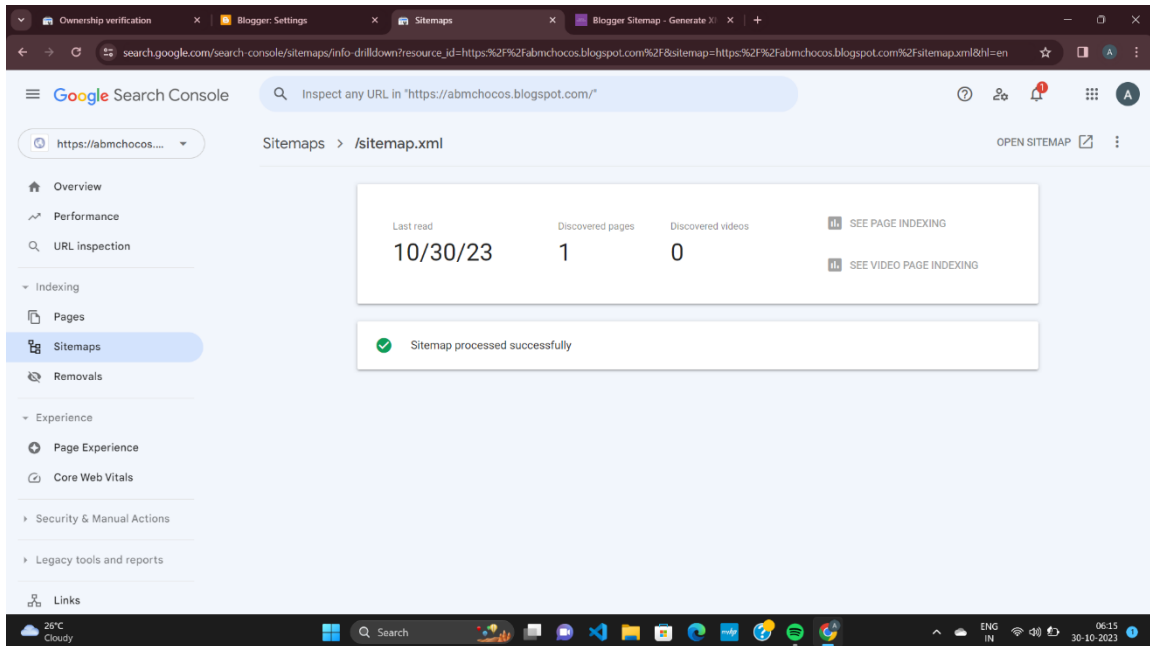
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2.RESULT



3.ADVANTAGES & DISADVANTGES

ADVANTAGES:

- **Improved Indexing:** Submitting a sitemap to Google Search Console ensures that search engine crawlers are aware of all the pages on your website. This leads to better indexing, meaning more of your content is included in Google's search results.
- **Faster Indexing:** Google can discover and crawl your web pages naturally, but submitting a sitemap expedites the process. New content or updates are more likely to be indexed quickly, which is important for timely or time-sensitive information.
- **Comperhensive Coverage:** For websites with numerous pages or complex structures, manually submitting a sitemap ensures that all important pages are indexed. This is particularly valuable for large e-commerce sites, news websites, or any site with a deep hierarchy.
- **Geo-Targeting:** If your website targets specific geographic regions or languages, you can use Search Console to set geo-targeting preferences, helping you reach the right audience.

DISADVANTAGES:

- **Potential for Misconfiguration:** If not set up correctly, you could inadvertently block search engine crawlers from accessing your site or certain pages. However, this is more a result of user error than a disadvantage of using Search Console itself.
- **Learning Curve:** While not unique to Search Console, understanding and interpreting the data and reports can be a challenge for those who are not familiar with SEO metrics and terminology.
- **Limited to Google:** Google Search Console only provides data and tools for improving your website's performance in Google's search results. If you are interested in other search engines like Bing or Yahoo, you would need to use their respective webmaster tools.

4.APPLICATIONS :

- **Create a Google Search Console Account:** Start by creating an account or signing in to your existing Google account. Go to the Google Search Console website.
- **Verify Website Ownership:** Google requires you to prove that you own or have access to the website you're adding. Verification methods include adding an HTML tag to your website, uploading an HTML file, or verifying through your domain registrar or Google Analytics.
- **Monitor Indexing and Insights:** After submission, Google will start crawling and indexing your web pages. You can monitor the progress by checking the "Sitemaps" section for indexing status, errors, and insights about how Google is processing your sitemap.

5.CONCLUSION :

In conclusion, In summary, submitting your website's sitemap to Google Search Console is a crucial SEO practice that enhances indexing, accelerates content discovery, and provides valuable insights. It empowers website owners to monitor, optimize, and ensure the effective representation of their online presence in Google's search results.

It accelerates indexing, offers insights for SEO improvements, and enhances overall visibility in Google's search results. This proactive measure is fundamental for a successful online presence.

VIDEO DEMONSTRATION:

https://drive.google.com/file/d/1fgh_qhPlaGORoJSIvIDGKAGHYYYauON8/view?usp=sharing